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FOR IMMEDIATE RELEASE

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### **GREEN VALLEY INITIATIVE HIRES EXECUTIVE DIRECTOR**

*Craig Keys comes from a background of economic development, law, and nonprofit management.*

*CORONA, Calif.* – The Green Valley Initiative (GVI) has hired Craig Keys, a longtime expert in environmental policy, economic development and nonprofit organizations, to spearhead the region’s efforts to promote clean and green technologies in the Inland Empire.

Keys began his position with GVI this month, coming from a background in government affairs, nonprofit management, environmental policy, fundraising, marketing and other skills essential to the position. He holds a Juris Doctorate from U.C. Hastings College of the Law, a Master’s Degree in Sociology and Law from Columbia University, and a Bachelor’s Degree in Urban Studies and Mass Communications from U.C. Berkeley.

As executive director of the Green Valley Initiative, Keys will be responsible for providing strategic leadership, governmental relations, business outreach and fund-raising and promotions related to GVI, its stakeholders and projects.

“I am looking forward to working with such a broad scope of people participating in the Green Valley Initiative,” Keys said. “The breadth and depth of this program – involving nearly all government entities throughout Riverside and San Bernardino counties, and hundreds of businesses and community members from the grass roots to executive levels – makes the Green Valley Initiative one of the most unique and most promising efforts of its kind in the nation.”

Ali Sahabi, founding chairman of the Green Valley Initiative, said Keys was selected from a large pool of qualified applicants for his ability to perform well in all aspects of the position.

“Craig is the consummate professional, with experience in all aspects of the position,” Sahabi said. “He’s directed economic development efforts, formed his own nonprofit and is an expert in the issues of sustainability, green technology and environmental law. Beyond that, he is a talented team leader and facilitator. He’s the ideal person to move this effort forward.”

Keys studied planning and legal aspects of land development before spending the past 10 years working in economic development and environmental policy. His work in environmental policy and litigation includes several law firms. He has also worked in redevelopment and economic development positions as a consultant and employee of several governmental agencies.

In recent years he has served on the 47<sup>th</sup> State Assembly District Environmental Commission, the Los Angeles Council District 10 Tourism Commission, the City of Los Angeles' HPOZ City Planning Board, and the Boards of Directors for both Praxis Project Inc. and NextAid Inc.

The Green Valley Initiative is a regional economic development plan to create jobs and enhance the quality of life for residents of Riverside and San Bernardino counties through the promotion of green technologies and industries. Launched in 2007 as a project of the Green Institute for Village Empowerment, (GIVE), the Green Valley Initiative began with 100 stakeholders from the region, and now boasts the involvement of more than 500 people representing government, education, business, transportation, utilities, environmental groups and the community-at-large. More than 40 cities and other government agencies have formally supported the effort. Visit [www.greenvalleynow.org](http://www.greenvalleynow.org)

GIVE is a nonprofit organization established in 2006 to promote balance in the way people live, how their choices impact the environment and others in their community. For more information visit [www.giveforthefuture.org](http://www.giveforthefuture.org)

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